

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-20 are pending in the application, with claims 1 and 17 being independent. Based on the above amendment and the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding objections and rejections and that they be withdrawn.

The Examiner has rejected claims 1-20 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,587,782 to Nocek *et al.* ("Nocek *et al.*"). Applicants respectfully traverse.

Nocek *et al.* teach a navigation system that includes a user interface. Col. 3, lines 20-23. The user interface allows a person to input information such as a request for a route to a desired location. Col. 3, lines 23-27. The navigation system includes navigation-related software such as a geo-coding application used for destination selection, a point of interest reminder selection routine and a point of interest reminder presentation routine. Col. 3, lines 54-62.

The navigation system also includes a database that stores point of interest data for identifying point of interests such as hotels, restaurants, museums, stadiums, airports, etc. Col. 5, lines 13-15. The point of interest data, as shown in FIG. 4, includes a point of interest ID, name data, street data, location data, facility type data, administrative zone data, postal code data, phone number data, chain ID data, and possibly other data. Col. 5, lines 48-57. The point of interest ID includes a number or code by which the point of interest record can be identified in the database. Col. 5, line 57-60. The facility type data contains data indicating the type of facility or business the represented point of interest is, e.g., restaurant, post office, antique store, city hall, ATM, etc. Col. 6, lines 1-

5. The point of interest data may include further classification data, e.g., type of restaurant (Chinese, Italian, etc.). Col. 6, lines 6-8. Importantly, the point of interest ID disclosed by Nocek *et al.* does not include location and/or categorical information. This information is provided in separate records associated with the point of interest. In short, Nocek *et al.* do not teach or suggest ***receiving a location code from a user***, as recited in amended independent claim 1, that includes location and categorical information.

Applicants invention relates to coding of points of interest. The code can then be used to obtain additional information about the point of interest. Nocek *et al.* do not teach or suggest such coding. Rather, Nocek *et al.* merely teach providing information about points of interest, such as directions from a given point. In particular, claim 1 as presently amended recites "receiving a query from a person containing a location code regarding a point of interest, wherein said location code includes a location and categorical information about said point of interest." Nocek *et al.* fail to teach ***receiving*** such a location code from a person in order to obtain information. Rather, Nocek *et al.* teach providing information about a point of interest after the user selects a point of interest from a menu as shown in FIG. 7 of Nocek *et al.* *See also*, Col. 7, line 39 to col. 8, line 10.

Also, amended claim 1 recites a location code that includes location and categorical information about the point of interest. Other information can also be included in the location code. For example, according to one embodiment, a location code of 13245 represents Marcel's Restaurant in Washington DC. The "1" represents Washington DC, the "3" represents the restaurant category, the "24" represents the French restaurant sub-category, and the "5" represents Marcel's Unique Identifier among all French restaurants in Washington. A client can obtain information about a point of

interest, such as address, telephone, fax, e-mail, live video feeds, sound recordings, photographs, menus, reviews, etc, simply by providing a location code.

Amended independent claim 17 recites receiving a location code from a person regarding a point of interest and returning a visual display of said point of interest. Again, similar to claim 1, Nocek *et al.* fail to teach or suggest receiving a location code from a person.

Applicants submit that amended claims 1 and 17 are patentable over the art of record since the art fails to teach or suggest a location code. Further, claims 2-16 and 18-20, which depend from claims 1 and 17, respectively, are also patentable over the art of record for the reasons provided above and in view of their own recited features. For example, claims 15 and 20 recite displaying the location code on a map. Nocek *et al.* simply fail to teach or suggest such a step. The Examiner refers to Figures 10-11 of Nocek *et al.*, but these figures show the point of interest being displayed and not a location code. Further, claims 16, which depends from claim 15, recites that the query containing the location code is received via the Internet or telephone. Again, notwithstanding the Examiner's reference to Figure 1 and column 3, lines 6-19, Nocek *et al.* simply fail to disclose such a step

Based on the above, Applicants respectfully request that claims 1-20 be passed to allowance.

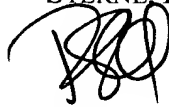
Conclusion

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

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